



June 30, 2017

TO: Park Board Chair and Commissioners
FROM: General Manager - Vancouver Board of Parks and Recreation
SUBJECT: Bird Friendly Windows - Corporate Sponsorship Funding

RECOMMENDATION

THAT the Vancouver Park Board approve an expenditure of up to \$40,000 from the Corporate Sponsorship Funds to apply a bird collision deterrent treatment to windows at the Park Board Administration Building at 2099 Beach Avenue.

POLICY

All expenditures for the use of [Corporate Sponsorship Funds](#) require Board approval. The recommended expenditure aligns with criterion “C”, which is to fund one-time expenditures over and above the existing funding level in the operating budget which are beneficial to the overall Parks and Recreation system.

The [Vancouver Bird Strategy](#), approved in January 2015, recommended applying and promoting voluntary bird friendly design guidelines for buildings and landscapes to reduce bird collisions, and to initiate pilot projects on civic facilities that could be further integrated on other developments.

In May 2017, City Council approved the [Bird Friendly Design Guidelines](#) as standard guidelines and directed that they be included in specifications and guidelines for all City-owned buildings, with special consideration to be given to the Cambie Corridor, Queen Elizabeth and Langara precincts.

The [Park Board’s Strategic Framework](#) includes a focus on “Healthy Ecosystems”: growing green neighborhoods by providing our communities with easy access to nature and advocating for healthy and sustainable environments.

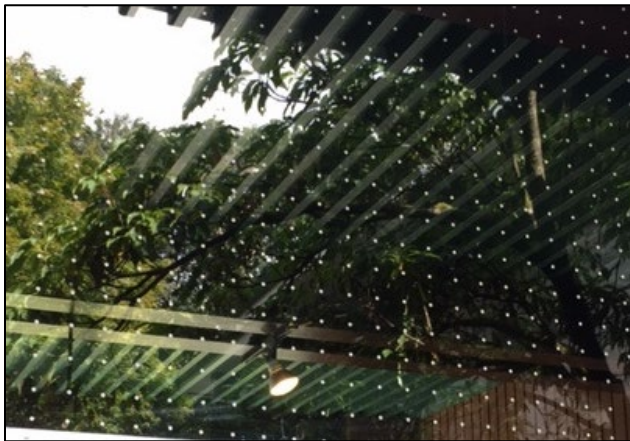
BACKGROUND

Window collisions are one of the top sources of mortality for birds, ranked second only to habitat destruction in terms of impact. Today, collisions with man-made structures account for an estimated 1.25 billion deaths, or 10% of the total bird population in North America.

As awareness of the problem of bird collisions with windows rises, bird deterrence techniques are increasingly being required. For example, since 2010 the City of Toronto has requirements for Bird Collision Deterrence in the Toronto Green Standard applied to: all residential development four storeys and higher; all non-residential development; and low-rise residential development abutting a ravine or natural area and containing more than five units.

Installations on local new developments include the Environment and Climate Change Canada Wildlife Services offices and the Centennial Beach Pavilion, both in Delta. These projects were new so they specified ORNILUX glass and visual markers to prevent bird collisions with windows. The Mossom Creek Hatchery and Education Centre in Port Moody was a retrofit so Feather Friendly® Bird Collision Deterrent, a 3M window treatment product, was used.

In October 2014, Feather Friendly® Collision Deterrent was installed on the seven upper windows by the rear entrance of the Park Board Administration Building. Results from this trial installation showed that bird collisions in this area were dramatically reduced and any visual impacts of the window treatment were minimal.



In 2015, a community art project at the West Point Grey Community Centre called “Seeing Spots” had local kids helping artists place colourful vinyl stickers on several large glass windows to prevent bird collisions. The project, inspired by the work of English artist Damien Hirst, used the same appropriately spaced dot principle of Feather Friendly® window treatments.



DISCUSSION

In 2018, Vancouver will be hosting the International Ornithological Congress, which will include organized bird-related walks in Stanley Park featuring the Park Board's Administration Building at 2099 Beach Avenue. The Administration Building is located at the entrance to the park and is surrounded by trees and gardens. This contributes to a high number of bird collisions, especially in the main entrances and lobby corridor which feature many large windows.

In September and October 2015, bird collisions were tracked as part of a Bird Studies Canada project. Evidence of at least 12 bird strikes was found on all sides of the building, with exception to the windows with Feather Friendly® installed, where collisions were nearly eliminated.

Technologies and Visual Impacts

While new technologies are being developed for glazing in new developments, or where glazing is being replaced, Feather Friendly® Bird Collision Deterrent is generally considered to be the industry standard for retrofitting existing buildings. It becomes virtually invisible to the accustomed eye and provides clear viewing in excess of 98%.

Krista de Groot, Landbird Biologist with the Canadian Wildlife Service, Environment and Climate Change Canada, advised the Vancouver Bird Advisory Committee (VBAC) that "the visual impacts of Feather Friendly® dots are almost negligible. Office occupants are amazed at how quickly they no longer 'see' the dots and find they do not impede their view out of their office windows. Visitors to the building comment how attractive the dots are, and are surprised that they are not purely decorative".

A UBC survey of passersby of a building at UBC with Feather Friendly® dots found that, when questioned about whether the design of the dots detracts from the aesthetic of the building, an average of 86% responded that it did not.

Review of Park Board and other Civic Facilities

A subcommittee of VBAC has been initiated under the leadership of Krista DeGroot to review existing Park Board and other civic facilities in order to determine priorities for retrofitting based on evidence of high collision rates by birds. The Park Board Administration Building was identified as a top priority by VBAC because of its high profile location in Stanley Park, and because bird collisions with its windows have been a long-standing problem.

The VBAC subcommittee evaluated the Administration Building on May 31, 2017, referring to the Bird Studies Canada data and a recently conducted anecdotal survey of staff. Their recommendation was to apply Feather Friendly® Bird Collision Deterrent to the highest priority windows, which is the majority of windows in the building, taking into consideration aesthetics and consistency of appearance. A preliminary estimate obtained from a local accredited installer indicates the cost to complete this work should fall under \$40,000.

Heritage Implications

The City's Heritage Group was consulted about impact on heritage values. Their response was that they had no concerns: "the golden rule of heritage is that it is 'reversible', i.e., one day the film could be removed and replaced with the same or other product without damaging the windows. Our feathered friends are more important than a loss of visual consecutiveness to an interior."

SUMMARY

Based on the positive findings from the Feather Friendly® trial installation at the Park Board's Administration Building, and the evaluation by the Vancouver Bird Advisory Committee, it is recommended that Feather Friendly® Bird Collision Deterrent be applied to the majority of the Administration Building's windows. To cover the installation costs, staff are seeking Board approval to use up to \$40,000 from the Corporate Sponsorship Funds.

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CONCURRENCES

Division/Department	Name & Title	Concurrence Date
Manager		
Finance (FP&A)	Steve Jackson, Director FP&A - Park Board	June 29, 2017
GM's Office		